CURRICULUM VITAE
KOK CHEOW **YEOH**

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OBJECTIVE   Single Asian-American male seeking an academic position in an art & design
university/college/department with interests in visual communication/graphic design
courses.

EXPERIENCE   **ACADEMIC**
May 2007 - present   Assistant Professor, Wee Kim Wee School of Communication and Information,
Nanyang Technological University (NTU), Singapore
Dec 2004 – Apr 2007   Assistant Professor, Visual Communication, School of Art, Design and Media, NTU
Jan 2003 – Aug 2003   Professor, Graphic Design, Savannah College of Art & Design, Georgia
May 2000 – May 2002   Instructor/TA, Design Communication, Texas Tech University, Lubbock, Texas
Aug 1998 – May 1999   Instructor, Graphic Design, Southern Arkansas University, Magnolia, Arkansas
Sep 1997 – Aug 1998   Instructor, Graphic Design, Academy of Art College, San Francisco, California

PROFESSIONAL
1999 - present   Graphic Design Consultant
Sep 1996 – May 1998   Graphic Designer, Bravo! Marketing, San Francisco, California
July 1992 – Aug 1996   Creative Director, Computown, San Francisco, California
Feb 1992 – May 1992   Freelance Graphic Designer, A.C. Broadbent Graphics, San Francisco, California
May 1988 – Jun 1989   Graphic Designer/Display Artist, Daya Setor, Kedah, Malaysia
Jul 1987 – Apr 1988   In-House Designer, Fotokem, Kuala Lumpur, Malaysia

EDUCATION
Aug 1999 – Dec 2002   Ph.D. in Fine Art (Visual Studies),Texas Tech University, Lubbock, Texas
Dissertation: A study on the influences of computer usage on idea formation in
graphic design students. Advisor: Dr. Dennis Fehr
May 1995   MAIA (Industrial Arts), San Francisco State University, San Francisco, California
Dec 1991   BFA, Graphic Design, Academy of Art College, San Francisco, California

**TEACHING
ASSIGNMENTS**
Aug 07 - present   ***Graphic Communication*** – Wee Kim Wee School of Communication and
Information (WKWSCI), Nanyang Technological University (NTU)
This course prepares students for basic knowledge in applying the visual elements of
communication into creative strategies where they conceptualize and realize projects
associated with art direction and techniques in compositions of text and images are used
for a variety of media formats in projects related to promotional communications.

Jan 06 – present   ***Newsletter Practicum*** – WKWSCI, NTU
The practicum allows students to learn about conceptualizing, designing, writing,
illustrating, producing and publishing the Wee Kim Wee School of Communication
and Information's newsletter, ConnexSCIons. Besides the technical skills needed in
publication production, the course also considers some of the challenges and
difficulties in producing organizational promotional materials.

Aug 07 – Nov 07   ***Advertising Creativity and Copywriting*** – WKWSCI, NTU
The course prepares students for creative processes such as designing
advertisements for print, broadcast, outdoor, and other media with focus on how to
develop creative thinking skills, copywriting, design, layout, and production methods.

Aug 06 – Mar 07   ***Graphic Design I & II*** – School of Art, Design and Media (ADM), NTU
This studio-based course provides a broad introduction to the main areas of graphic
design namely, publication, promotion, information and corporate identity design

Aug 05 – Mar 07	**2D Design and Color Workshop I & II** – ADM, NTU A studio-based course where explorations of concept development and problem-solving techniques are the foci. Understanding design concepts, attaining practical understanding color theory and usage are explored through direct observation, demonstrations and exercises. Students also research the significance and meaning of various colors in different cultures.
Summer 2003	**Corporate Design** – Savannah College of Art & Design (SCAD) This course involves designing a corporate logo that is then implemented in marketing packaging, architecture, stationery, advertising, forms and miscellaneous projects.
Summer 2003	**Vector Graphics for Designer** – SCAD This course covers the most popular illustration program in use today by graphic designers. The potential applications for this program are explore, from fine-tuned illustrations to successful typographic studies. Emphasis is placed on both technical and artistic mastery.
Winter 2002 quarter – Summer 2003	**Desktop Publishing** - SCAD This course is designed to help students gain skills for use in other courses to assist them in the contemporary marketplace. Topics include word processing, varied graphic programs, illustrative techniques, and page layout with Microsoft Word, Adobe Photoshop, Macromedia Freehand, and Adobe InDesign.
Spring 2001 - Spring 2002	**Public & Social Service Design** – School of Art, Texas Tech University (SOA, TTU) A studio-based class with emphasis on the role of the designer in the community as active participant in our culture, to raise public awareness, and to cultivate public awareness. The course also stresses the importance of developing teamwork, communication, and interpersonal skills. The purpose is to gain an awareness of topical issues within our community and to investigate issues associated with social-responsibility as a contemporary designer in today's society.
Summer 2000	**Computer Design Methods** – SOA, TTU Technical aspects of page-layout, vector drawing, file integration and digital production introduced including digital peripherals as they relate to image capture.
Spring 1999	**Graphic Design 2** - Southern Arkansas University (SAU) Further problem solving in the area of graphic communications. Students will concentrate on achieving sophisticated design solutions for hypothetical and actual clients. Completed solutions should be for portfolio building as well as formal analysis and critique.
Spring 1999	**Portfolio Preparation** – SAU Preparation of a portfolio of graphic design solutions or studio works that demonstrate the student's professional abilities and strengths which includes résumé preparation along with personal identity/logo. Job search and interviewing. Studio majors will prepare slide portfolios for galleries, exhibits, and potential graduate school review.
Fall 1998	**Computer Graphics** – SAU Students are introduced to the multiple uses of the computer as a design tool for the creation of packaging, poster, newsletter, fine art and any other potential publication created from the desktop. Problems involving graphics, typography, and layout will be explored through hands-on experience and lecture. The objective of the course is to acquaint students with the fundamentals of graphic design using industry standard image editing, draw and layout computer programs.
Spring 1999 & Fall 1998	**Introduction to Fine Arts: Art** - SAU The course attempts to present art as part of our Western heritage that includes basic terms and the characteristics of styles and periods. Students will be acquainted with art history, the critical process, and the production of art to achieve a well-

balanced appreciation for art and how it relates to the development of western culture. It is designed for general students.

Fall 1998   *Special Topics in Art* - SAU
Open to art majors or minors who wish to pursue studio or design problems in depth. The student will be given a particular topic of exploration and may choose from any combination of the following media: ceramics, drawing, graphic design, painting, printmaking, art history, or sculpture. Other areas of concentration may be allowable upon approval from department chair and supervising faculty.

Fall 1997 & Spring 1998   *Materials, Tools, and Comping (Mock-up) Techniques* – The Academy of Art College (now The Academy of Art University)
This course familiarizes students with the design process and the appropriate materials, tools, techniques, and services available for each stage of a project. It is a skill rather than a concept-oriented course to enable students to realize their ideas with greater facilities.

CONFERENCES

June 20 – 22, 2009   IADIS International Conference Visual Communication 2009, Algarve, Portugal. Paper presented: Food defines us: A visual discovery of Singapore's Gastronomical Culture.

July 5 – 9, 2008   One Voice International Conference & Forum for Educators, San Francisco, California. Paper presented: Deciphering creativity: A potential transformation in art and design classrooms in Singapore.

July 28-31, 2008   The 3rd International Conference on the Arts in Society, Birmingham, UK. Paper presented: Opposites attract: Juxtaposing extreme of symmetry and asymmetry to generate visual ideas.

Feb 28 & 29, 2008   Attendee at World Effie Festival 2008 in Singapore.

Nov 26 – 30, 2006   International Graphic Design Seminars 2006's 'Graphic and Advertising Design Young Gun Award 2006', Ling Tung University, Taichung, Taiwan. Forum presented: Design is about connection.

March 29-31, 2006   Design Thinking and Innovation: Towards a Global/Asian Perspective, Temasek Design School, Temasek Polytechnic, Singapore.

September 15 – 18, 2005   Attendee at Design: AIGA Design Conference, Boston, Massachusetts.

BOOK   Kok Cheow Yeoh (2008). The Influences of Computer on Idea Formation in Design: A Human-computer combination in discovering the creative process of design" (ISBN: 978-3-8364-5303-5). Publisher: VDM Verlag Dr. Muller. ISBN: 978-3-8364-5303-5. (246 pages).

ARTICLE PUBLISHED

2006   Designer magazine, Education Special, Issue 12, 2006. Recommendations for Design Educators and Students who embrace computer technology, pp. 20 – 22.

Mar 29-31, 2006   Design Thinking and Innovation: Towards a Global/Asian Perspective organized by Temasek Design School, Temasek Polytechnic, Singapore, in collaboration with Cumulus, the European Association of Universities and Colleges of Art, Design and Media. Title of paper: Do computers undermine the creative process?
Available at http://www-des.tp.edu.sg/DU_think06paper.asp

PEER-REVIEWED JOURNAL

Aug 2008   Yeoh, K.C. (2008). Opposites attract: Juxtaposing extreme of symmetry and asymmetry to generate visual ideas. The International Journal of the Arts in Society, Edinburgh, Scotland.

Aug 15 – 18, 2006	Yeoh, K.C. (2006). Recommendations for Design Educators and Students Who Embrace Computer Technology. The International Journal of the Arts in Society, Edinburgh, Scotland.
Spring 2000	Yeoh, K. C. (Artist). (1988). "Malay man with serunai" [Painting]. Lubbock, Texas: Elysium, an artistic and literary journal, p. 67.

ACADEMIC SERVICE

Ongoing since Apr 2009	Part of an ad hoc committee to discuss the promotion and tenure process for creative faculty, specifically what needs to be achieved in order to be promoted on university-wide level.
Ongoing since May 2007	A committee of the Association of Accredited Advertising Agents Singapore on their Edutorium program that seeks to promote collaboration and advisory consultancy for their annual Crowbar competition.
Ongoing since Aug 2007	Supervises and moderates undergraduate students from various programs during their final year projects (FYP) at the Wee Kim Wee School of Communication and Information's various communication and journalism disciplines.
Ongoing since Aug 2007	Undergraduate student supervisor for internship programs at various design firms, marketing, PR and creative services located in Singapore and overseas.
Oct 2009	A member of the ICA (International Communication Association) logo mark competition committee, helping to shape the corporate image that will mark ICA as the world's leading academic communication association.
Jun 2009	Chief designer for creating the brand identity in promoting the International Communication Association's annual conference (themed "Matters of Communication: Political, Cultural & Technological Challenges) to be held in June 2010 in Singapore.
Aug 2008	Curatorial faculty advisor for students-led WKWSCI Showcase for the Wee Kim Wee School of Communication and Information's 12-panel showcase on the 1st floor which acts to display chosen students' work from the divisions of Public and Promotional Communication, Photojournalism, and other relevant academic and research projects.
Dec 2004 - Apr 2007	Nanyang Technological University's School of Art Design and Media (ADM) pioneer faculty member recruited to develop the undergraduate BFA with Honors and subsequent graduate programs for MFA and PhD programs. ADM is Singapore's first professional art school offering degree courses in art, design and interactive digital media.
Feb - Oct 2005	Co-created and designed "faculty test," a series of entrance exams consisting of drawing and writing where the objective is to determine the student's abilities in three areas: Creativity and Conceptual Ability, Art, Design and Aesthetic Sensibilities, and Storytelling and Communication Skills for admission considerations into ADM.
	Part of a committee to interview candidates for ADM's Visual Communication as well as other department within the school of Art, Design and Media.
Dec 2004 - 2008	Participated in a series of annual recruitment presentations to 'A' levels and polytechnic students for Nanyang Technological University.
Dec 2004 - Apr 2007	Committee member for creation, maintenance and design consultation for ADM's website (www.ntu.edu.sg/sadm, www.ntu.edu.sg/create, www.ntu.edu.sg/adm)
Ongoing since Dec 04	Assisted the Corporate Communication Office of NTU in their branding, advertising, promotional consultancy such as the 2006 Convocation event branding of NTU and revamping of the university's branding in June, 2005, by emphasizing a strong Nanyang brand in commemorating the university's 50th anniversary.

Mar 30 & Apr 13, 2005	Serviced as an external examiner for as the validation panel member for the Diploma in Creative Media Design (DCMD) course at the Singapore Polytechnic.
1997 – Aug 2003	Placed study guides on the Internet for students at the Academy of Art College, Texas Tech University and the Savannah College of Art & Design.
2001	One of the reviewers of Department of Art, University of Evansville Graphic Design IV Portfolio Project.
1999	Curriculum Revision Committee (departmental) Southern Arkansas University, Magnolia, Arkansas. Responsible for assisting the revision of the Graphic Design curricula for the Department of Art.
1998	Design and hand-fabricated graphics for Art Faculty Show Southern Arkansas University, Magnolia, Arkansas Created silhouettes of all the faculty members juxtaposed in a "ying-yang" format, and later implemented on gallery windows, doors, posters, and in the university newspaper.
1998	Digital photography for documentation Southern Arkansas University, Magnolia, Arkansas Supplied digital photographs for events and documentation for the Art Department.
1997 & 1998	Curriculum revision (departmental) The Academy of Art College, San Francisco, California Responsible for assisting the revision of foundational graphic design course, Materials, Tools and Comping (Mock-up) Techniques.
1996	Senior Designer and Committee Member, DAI (Design and Industry Alumni) Chapter, San Francisco State University, San Francisco, California Created the logo design; assisted in producing the mailers and the alumni newsletter for the chapter; and provided consultation for the web page design.
1993 & 1994	Volunteer Graphic Designer, Marin PTA, San Francisco Bay Area, California Designed and printed programs, posters and other education-related materials for the Parent Teacher Association Council and Marin Parent Education Committee.

EXHIBITIONS

Oct 2008	Accepted entry: Singapore doesn't clean herself" in the ConnectNANYANG Photography Competition for Nanyang Technological University's Alumni Day.
Jul 2008	The New View 2: Conversations and Dialogues in Graphic Design hosted at the London College of Communication before traveling to the Melbourne Museum, Australia.
2005	ADM nominee for the Beijing International New Media Arts Exhibition and Symposium at Tsinghua University, China. Title of work: "It's all good."
2000	PhD exhibition - School of Art, Texas Tech University, Lubbock, Texas One of four doctoral students to exhibit works in the south gallery of Landmark Gallery. Exhibits include freelance graphic design as well as seminar-related projects. Southern Arkansas University Art Faculty Exhibition, Magnolia, Arkansas
1998	One of five art faculty members to exhibit works in Brinson Art Building. Exhibits ranged from corporate identity, packaging, advertisement to web design.
1995	Mosaic Exhibition - Design and Industry, San Francisco State University, San Francisco, California Included in an exhibition of the best students' work from each area of design. Works in the areas of advertising campaigns included.

1991 & 1992	Spring Show - Graphic Design Department, The Academy of Art College, San Francisco, California
	Selected package design and collateral designs in school-wide exhibitions representing the best collections of student work from various departments.
1990	Final Project Exhibition - Malaysian Institute of Art, Kuala Lumpur, Malaysia. Selected projects from Graphic Design, Advertising, Illustration, Typography, Drawing and Photography courses were chosen for the Art Institute's annual exhibition of seniors' works.
1990	Le Galeri - Asatsu & Fortecomm (M) Limited, Kuala Lumpur, Malaysia. Artworks from senior-year creative project were chosen to represent the Malaysian Institute of Art.

AWARDS

2008	2008 Platinum Prize, Research and poster design with student researcher, Adeline Ong, organized by the Undergraduate Research Experience on Campus (URECA) of Nanyang Technological University, Singapore.
1999	Multimedia Merit Award - yeoh.com - HOW magazine (October 1999) Self-Promotion Annual, The Best of '99.
1992	1st Prize, FrameMaker Display Design - Computown, San Francisco, California. Winner of FrameMaker software (now Adobe FrameMaker) Nationwide Merchandising Display Contest at Computown retail headquarters.
1991	2nd Prize, Art Directors' Art Club - The Academy of Art College, San Francisco, California. ADAC Envision 18 The Creative Leap Poster Design Competition.
1990	Winner, Logo Competition - Lincoln Resource Center, Kuala Lumpur, Malaysia. Replaced a 40-year-old logo in school-wide competition for the library of the Embassy of the United States of America.
1989	Consolation Prize - Malaysian Institute of Art, Kuala Lumpur, Malaysia Year of the Horse greeting card design competition.
1988	Consolation Prize - Adorable Babies Contest Trade Display Johnson & Johnson's Northern Region trade display award from May-July 1988 - Daya Setor, Kedah, Malaysia.
1987	Winner, Petronas/Malaysian Institute of Art "Get to know our environment" ["Kenalilah Alam Sekitar Kita"] Poster Competition, Kuala Lumpur, Malaysia.
1986	Special Prize - Malaysian Institute of Art, Kuala Lumpur, Malaysia. Awarded by Nanyang Siang Pau, the largest circulation of the Chinese-language newspaper. The theme of the nationwide poster design is "Care About Your Children's Education."
1985	1st Prize - Teochew Association, Kedah, Malaysia. Nanyang Siang Pau/Kedah/Perlis Teochew Association statewide Chinese ink painting competition.
1985	Best Participation - Sultan Abdul Hamid High School, Kedah, Malaysia. National art competition in conjuction with the celebration of one decade of the Malaysian Environmental Council and the World Environment Day).

GRANTS

Jan 1 – Dec 31, 2010	RG1 Academic Research Fund, Ministry of Education, Singapore. Amount: $5000. Principal investigator: Arul Chib. Co-principal: KC Yeoh Title of Research Project: Enhancing the lives of foreign domestic workers through acquisition and use of ICTs. This research seeks to examine foreign

domestic workers' capacity to access emotional, appraisal, informational and instrumental support through computers and mobile phones.

Jan 1 – Dec 31, 2008   RG1 Academic Research Fund, Ministry of Education, Singapore
Title of Research Project: The relationship between culture and food in Multi-ethnic Singapore. Amount: $5000. This research seeks to document the relationships between culture and food in multi-racial Singapore through the lens of a digital camera.

RECOGNITIONS

Aug 2009   As an advisor for 4th year student at the School of Communication and Information, Wei Yang WANG who won the Gold and Best of Advertising with the title of Entry: London Philharmonic Orchestra – "Your Life Soundtrack for the Crowbar Award 2009.

Nov 2009   In examining the art of typography in the island state of Singapore, writer Justin Zhuang's solicited views from Dr Yeoh and an article titled, "See This City's Voice" was published in the Culture & Lifestyle section in *Singapore Architect* Issue #251.

Nov 2008   In recognition of the important role of referees, the International Advisory Board acknowledged Dr Yeoh as an Associate Editor for the current volume of The International Journal of the Arts in Society.

Jun 2004   As one of the judges for Imation Singapore's first design contest, "Thematic CD-R Design Contest" to recognize students who create original works of computer-generated art for CD. "Creative Difference" was the theme for the contest.

1993 - 1996   Fall Packaging Show, Academy of Art College, San Francisco, California
Nine out of fifteen entry-level graphic design students from the Materials, Tools and Comping Technique class at the Academy of Art were selected to exhibit for the first time in the Graphic Design department.

1991   Selected artworks from Packaging design and Computer Graphics "Straight from the Heart" packaging design and "Self-portrait" published in the Academy of Art College's 1993 – 1996 catalog.

1991   President's Honor List, Academy of Art College, San Francisco, California.
Selected for outstanding academic achievement for commitment to excellence and diligence.
Certificate of Appreciation, Academy of Art College, San Francisco, California
Awarded in recognition of contributions to the Graphic Design department at the Academy of Art College.

COMMERCIAL PUBLICATIONS

Jan 2000   Desktop Engineering
Vol. 5 Issue 5. Responsible for the advertisement design, layout and graphics for Actify Corp.

Jan – Feb 1999   Catia Solutions Magazine
Responsible for the advertisement design, layout and graphics for Actify Corp.

Jul – Aug 1998   Solid Solutions Magazine
Responsible for the advertisement design and layout for Actify Corp.

Sep 1997   PC Magazine Vol. 16. No.15, p. 392. Responsible for the design and advertisement layout for Hyundai DeluxScan Monitors.

Sep 1997   PC Magazine Vol. 16. No.15, p. 346.
Responsible for the design, illustration, and advertisement layout for Hiway Technologies.

Aug 1997	Wired Responsible for the design and advertisement layout for Hiway Technologies.
Sep 1997	ZD Internet Magazine Vol. 2. Issue 9, p. 113. Responsible for the design and advertisement layout for Hiway Technologies.
Jul 1997	ZD Internet Magazine Vol. 2. Issue 7, p. 132. Responsible for the design, illustration, and advertisement layout for Hiway Technologies.
Jul 1997	ZD Internet Magazine Vol. 2. Issue 7, p. 128. Responsible for the design, illustration, layout, package design for Web Crossing software by Lundeen & Associates.
Mar – Apr 1997	Internet World, Special insert, p. 101. Responsible for the design, illustration, and advertisement layout for Hiway Technologies.

NetGuide Magazine

Jul 1997	p. 147. Responsible for the design and layout design for Hiway Technologies
Jun 1997	p. 163 Responsible for the design and layout design for Hiway Technologies
Mar 1997	p. 155. Responsible for the design and advertisement layout for Hiway Technologies.

PC Computing

Mar – Jul 1997	March 1997, p. 265; April 1997, p. 276; May 1997, p. 276; June 1997, p. 306 and July 1997, p. 292. Responsible for the design, illustration, and advertisement layout for Hiway Technologies.
1994 - 1996	Web Developer, p. 91. Responsible for the design and advertisement layout for Hiway Technologies.
1994 - 1995	Bay City Guide Responsible for service advertisement design and layout for Computown Inc.
1992 - 1996	Online Design Responsible for service advertisement design and layout for Computown Inc. Computer Currents Vol. 10 - 14. Responsible for scheduling and layout design for various retail advertisements for different branches and franchises of Computown Inc.
1992 - 1996	San Francisco Chronicle and San Francisco Examiner newspapers Responsible for scheduling and layout design of various newspaper advertisement and classifieds for different branches and franchises of Computown Inc.
1992 - 1996	The San Francisco Bay Area Yellow Pages Directory Responsible for retail and service advertisement design and layout for different branches and franchises of Computown Inc.
1995	The 1995 MacDirectory West Coast Edition Responsible for service advertisement design and layout for Computown Inc.

TRADE SHOWS

Jan 2000	Pacific Design & Manufacturing Expo 2000, Anaheim, California Responsible for Actify's poster design
Mar 2000	NDES 2000 (National Design Engineering Show), Booth 1112, Chicago, Illinois Responsible for Actify's 3D CAD Viewer flier design.
Sep 1999	CTS '99 - Detroit, Michigan Responsible for Actify's poster design
Mar 1999	National Manufacturing Week 1999 - Chicago, Illinois Responsible for Actify's poster design
Sep 1998	Autofact'98 - Detroit, Michigan Responsible for Actify's poster design
1993 – 1996	MacWorld Exposition - Moscone Center, San Francisco, California Responsible for planning, organizing, booth design and advertising campaign for Computown Inc.

PROFESSIONAL AFFILIATIONS

1999 – 2002, 2005-2006	American Institute of Graphic Arts (AIGA), Member
1995	San Francisco Design and Industry Alumni Association
1995	Malaysian Professional and Business Association
1994	Epsilon Pi Tau (EPT)

CLIENT LIST

NORTH AMERICA

A.C. Broadbent Graphics, San Francisco, California
Actify Corporation, San Francisco, California
Arrow Paper Company, San Francisco, California
Best Internet, San Francisco, California
Bionic Technologies, Salt Lake City, Utah
Bravo! Marketing, San Francisco, California
ClearWire, Buffalo, New York
Compute Plus, San Francisco, California
Computown Inc., San Francisco, California
Cory Stacpoole, D.D.S., San Francisco, California
Critical Path, San Francisco, California
Cyperus Technologies, Birmingham, Alabama
DBU Consulting & Training Services, San Francisco, Ca.
Digital Solutions, Milpitas, California
Evergreen Internet, Chandler, Arizona
Far East Supermarket, Lubbock, Texas
Gowen Research, Lubbock, Texas
Heidrick & Struggles, Menlo Park, California
Hiway Technologies, Boca Raton, Florida
Hyundai Electronics America, San Jose, California
IPS (Injury Prevention Software), San Francisco, California
Lundeen & Associates, San Francisco, California
Metrix, Waukesha, Wisconsin
Performance Concrete Cutting & Coring, Decatur, Tennessee
PCTown, San Francisco, California
RapidSite, Boca Raton, Florida
Solid State Optronics, San Jose, California
ValueClick, Santa Barbara, California
Vaxin Pharmaceutical, Birmingham, Alabama
Wells-Fargo Bank, San Francisco, California
City of Winston-Salem, North Carolina

INTERNATIONAL

Curve Maternity, Singapore
Datamax, Kedah, Malaysia
Daya Setor, Kedah, Malaysia
Dragon Pages, Hong Kong
Fotokem, Kuala Lumpur, Malaysia
Goethe Institute, Kuala Lumpur, Malaysia
Hip Fong Sdn. Bhd., Kedah, Malaysia
ITCC (International Telecommunications Clearing Corporation), UAE
KJ Precision, Kedah, Malaysia
Malaysian Institute of Art, Kuala Lumpur, Malaysia
Mewa Glass & Trading, Kedah, Malaysia
Nex Communications, Hong Kong

OTHER QUALIFICATIONS

Conceptualizes, develops, and executes designs from sketch to finalized product. Projects include, but are not limited to strategic corporate identity, advertising campaign, store interior layout design and planning, package design, website design and collateral design.

Illustration/Drawing:
Traditional media: Airbrushing, color pencil, Chinese watercolor, poster color (tempera), gesso, and charcoal

Photography & Digital Imaging.

OTHER SKILLS AND VALUES

Multilingual: English, Chinese (Mandarin, Cantonese, Fujian and Teochew) and Malay.
Organized with good attention to details
Exhibit problem-solving and analytical skills
Accepts and handles responsibilities
Goal-oriented and results-driven
Creative and innovative with professional and positive attitude
Diligent, disciplined, and dependable
Compassionate and empathetic

Professional design/consultancy since 1988 and teaching experience since 1997 with specializations in:
• brand consulting, corporate identity, enhanced experience design
• development of visual identity systems,
• product packaging, printed collateral design
• promotional and advertising campaigns

My other visual creative interest involves the integration of social message in the form of activism with themes within humanistic, social, religious, commercial, educational, and spiritual contexts to facilitate social tolerance and communal understanding.

Portfolio available upon request.